

Certainly! In part 2, we'll focus on interpreting and visualizing the association rules generated from the market basket analysis. We'll use the results obtained from the previous code snippet.

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```python
Sort the rules by confidence in descending order
rules = rules.sort_values(by='confidence', ascending=False)

Display the top 10 rules
print(rules.head(10))

Visualize the results
import networkx as nx
import matplotlib.pyplot as plt

Create a network graph of the association rules
G = nx.DiGraph()

for index, row in rules.iterrows():
 G.add_node(row['antecedents'], color='r', label=row['antecedents'])
 G.add_node(row['consequents'], color='b', label=row['consequents'])
 G.add_edge(row['antecedents'], row['consequents'], weight=row['support'])

Draw the network graph
pos = nx.spring_layout(G)
nx.draw(G, pos, with_labels=True, font_size=8, font_color='black', node_size=700,
node_color=[G.nodes[n]['color'] for n in G.nodes])
edge_labels = nx.get_edge_attributes(G, 'weight')
nx.draw_networkx_edge_labels(G, pos, edge_labels=edge_labels, font_color='green')

plt.show()
```
```

This code snippet will display the top 10 association rules based on confidence and visualize them as a network graph. Adjust the parameters as needed for your specific case.

Feel free to experiment with different visualization techniques or explore additional insights from the association rules. If you have specific questions or if there's a particular aspect you'd like to delve into, let me know!